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# EXTRA The ROYAL

VOLUME TEN



APRIL, 1925

# EXTRA STANDARD

NUMBER FOUR

## MARCH 1925, BIGGEST MONTH IN ROYAL HISTORY

### RADIO CONTEST ACCORDED ROUSING RECEPTION

So much of the spectacular and interesting happened during the month of March that it is almost futile to hope to tell of it in one small article.

The item of prime importance is the record-breaking achievement of the domestic organization as a whole. The sales of the combined branches and dealers exceeded by nearly ten per cent. any previous month in the history of the Company.

March always has been one of the biggest, if not THE biggest, month of each year in the Royal calendar. We, of

course, had reason to expect that a tremendous volume of business would be turned in, but the final total was beyond the sanguine dreams of even the most optimistic of our prophets.

March, 1923, and March 1924, each broke all previous records, and we hardly dared hope that this year's March would climb higher than those seemingly unattainable summits. But March, 1925, is so far above these that we are tempted to think no record is safe when this efficient sales organization of ours goes after it.

The Radio Contest was decidedly the most interesting and exciting one we have ever staged. Without a single ex-

ception, the battles were fiercely contested, and the winner in each Broadcast Division, in spite of the short duration of the Contest, had to prove beyond a doubt his claim to superiority. It would surprise you to see the high percentages of quota these winners had to average to win prizes.

First of all—we want to convey the heartiest congratulations of the whole organization to the winners. They were: Mr. Pillow, of Buffalo in Division WGES, Mr. Teer, of Indianapolis in Division WCBC, Mr. Michel of Akron in Division WCL, Mr. Hinck of Jacksonville in Division WCJH, and Mr. Crosby, Crosby-Mook Company, Warren, Ohio, in Division KAWB.

A brief resume of the highlights in each Division will not come amiss here.

Division WGES, in which the very largest of the offices competed, produced what was, perhaps, the most exciting contest. It is interesting to note that all of the first five offices came within ten percentage points of winning, although Buffalo held the lead all month and was never headed. Mr. Nunamaker of St. Louis, as well as Mr. Knox of Detroit both made a gallant effort in the last few days, and were right on the heels of the winner. Kansas City and Chicago deserve highest commendation as well for their showing, and New York and Baltimore — sixth and seventh, also finished well over their quotas. It was a toss-up until all the reports were in — so close were the offices running on the final telegrams.

In the second division, WCBC, with offices but slightly smaller than Division WGES, and enrolling some of the finest fighting offices in the entire crew, Indianapolis nosed out Portland, Ore., and Columbus after a hard fight. Mr. Russ, of Portland, and Mr. Kinnamon, of Columbus both came through with excellent volume—and it is very much to be regretted that there was but one prize in a division, because both of these veteran managers deserved a reward. Cincinnati and Louisville ran fourth and fifth, with Milwaukee a very close sixth. Atlanta and Newark, seventh and eighth, each ran far enough above quota to win an ordinary contest—so it is easy to see what kind of speed was necessary to win in March.

In Division WCL, an interesting fight took place also. Akron won. Bill Courtenay in Houston ran second, with his neighbor, Mr. Jackson, of San Antonio, third. Both of these splendid managers made a bitter fight to win, and even though they were outdistanced, they covered themselves with glory. Next in line were Seattle, fourth, and Richmond fifth, with Johnstown and Dayton running very nearly a tie for sixth and

### A NEW MANAGER SHOWS THE WAY

seventh place. Grand Rapids finished eighth, with a very fine record. In the last of the Branch Divisions, WCJH, the spectacular record of Mr. Hinck, of Jacksonville, easily outdistanced all of his competitors, but this does not mean that there was not a fight until the last minute of the last day. Mr. Mulligan, of New Haven, scored a personal triumph in finishing second, and Erie and Scranton were tied for third place, right behind Mr. Mulligan. Rockford in fourth place, and Des Moines in fifth place, showed good speed as well, and helped make a real contest of it.

To the dealer organization goes the credit for the best March record, Mr. Barlow's division breaking its best previous record with the highest percentage. Mr. Hale Crosby, of Crosby-Mook, Warren, Ohio, won in his division, with a remarkably high average. But let the article on the Dealer page tell you this story.

Naturally the Machine-A-Day Club shared in the general acceleration caused by the March volume. Eight new members and eighty repeaters in the branch and dealer organizations tell a story of a personal victory that is hard to deny.

With the March job so well done—and the first quarter of the year far and away the best quarter of a year on the books—we have a good start in our 1925 business. But that doesn't mean we can relax for a moment the effort we have so far put in.

The Royal sun is rising. Put your shoulder under it and help it along. Make April the biggest April ever. Conditions are right. Prospects started in March and not closed are ripe. Big commission checks in March don't mean by the wildest stretch of imagination that they needn't be just as big in April. April—practically as good a general month as March—will yield just as good results to steady, hard work. All together—for a big April.



"HERE THEY ARE—THE BIG WINNERS"



## Style—The Greatest Single Selling Factor in the World

A famous English editor said that the public changed its reading taste every seven years. This constant tendency to change runs through every human want and activity. It is the basis of progress. Things are in style or in vogue—or not. People think along new lines and thoughts are based upon the latest developments of science or discoveries of new truths or of experience.

Every war changes standards, methods, behavior, politics, literature and even such fundamental things as food and the treatment of disease. In less consequential things, the style of motor cars changes—a machine seven years old is different—it is out of date—it is not the fashion. The style in clothing changes—women want a certain style of hat—a certain length coat—or a certain type of shopping bag. They must have it for no other reason but that it is in style. To bring out the "hit of a season" is to ride on a wave of demand and prosperity. People buy without argument. "If it's the style"—they must have it.

How could these fundamental principles of human nature be so evident in almost everything and not apply to typewriters? They do apply to typewriters. There is a style—a vogue—a fashion—known in the typewriter business as the "call."

The Royal Typewriter seems to be coming into style. Big concerns are adopting it because other big concerns are using it. Many efficient executives feel that to be up to date and efficient, they must do the latest thing with their typewriter equipment—following the trend of the styles and use Royal Typewriters. Royal has become a leader in fashion—the actual appearance of all typewriters has changed in imitation of Royal's symmetry and beauty. But imitators are not originators, and the Royal maintains its lead as the machine in style today.

This force in the sale of merchandise is almost irresistible. Nothing moves goods over the counters, through the mail order catalogs, like the knowledge on the part of the buyer that he is getting something which is in style. Do we use this force now pulling for Royal as much as it could be used in sales presentation? If there is a short-cut in selling that the world has discovered, it is that of selling goods in style.

There is a psychological reason for the wave of styles. Most people like to have their judgment confirmed by others.

A great many people are imitators and let others do their thinking for them. They do not know of their own accord, but if it is in style—if it is the thing that is being done—it is the thing they must have or must do.

The Royal Typewriter is in style. But with competitors so far behind in their poor imitation of Royal mechanical leadership, there is an obvious reason for it—the gathering momentum of a new and better article displacing less efficient and out-of-date machinery. The Royal Typewriter is The Fashion in 1925. There are no markets unaffected by this style impulse.

### With the Offices

#### CHICAGO

Just take a look at Chicago's M. A. D. Report for March. Whew! Try and laugh that off. Some month.

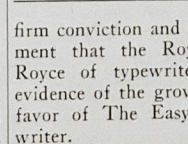
With the budding Spring comes the ancient desire to get out of doors with the ball and cudgel and take it out on your "enemies" that way. The typewriter companies in Chicago are forming a Base Ball League. The Royal Boys are "rarin" to go. As usual, they EXPECT to win the series. More news in our next.

No sales office would be complete without its Beau Brummel. The proud benedict here shown is none other than Homer McCann. If he is home's not (joke) you can always count on Mack for a smile. His southern hospitality was rewarded last



month with an M. A. D. record. Good luck to you, Mac—and may your troubles all be little ones.)

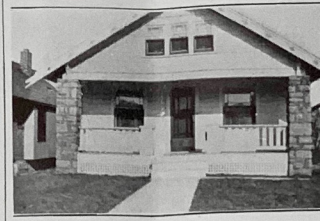
A new adjunct to Chicago's sales force is Mr. L. A. Boyd, who is employed in the National Accounts Department. Mr. Boyd, after more than ten years with two of our biggest competitors, comes to us with full knowledge of the typewriter business. His firm conviction and enthusiastic statement that the Royal is the Rolls Royce of typewriters is additional evidence of the growing sentiment in favor of The Easy Writing Typewriter.



#### KANSAS CITY

While this first item is included in Kansas City news, it's there because Ye Editor wants all Kansas City men to read it. While Mr. Jones didn't win the Radio, the wonderful work that he and his office did in March, in spite of conditions which were, to say the least, adverse, is recognized and appreciated.

The picture below shows the beautiful little home purchased last month by the Kansas City cashier, Ben Rau. Mr. Rau has been with the Company since October 9, 1916. He is well known and well liked throughout the Home Office, in spite of the fact that most of us have never met him, and our congratulations go to him on his choice of a home.



Miss Elsie Helmreich, who has been employed in the Accounting Department here for eight and a half years, was married to Dr. Pat Norris Nunn on March 21. The whole Royal Family attended. More congratulations!

The Contests run each month in the Kansas City Office are mighty interesting, and certainly do add that spice of competition which so mightily stimulates sales. For the months of April, May and June, the salesmen have pooled \$75.00, and Mr. Jones has added his personal check for another \$75.00, making \$150.00. The man with the highest percentage over Quota for the three months will be presented with a check for \$100.00—the second \$50.00. We shall be interested in knowing how this contest progresses.

#### BUFFALO

Of more than passing notice in this month's M. A. D. List is the record of Mr. George Hauptman, our representative out of Buffalo who is located at Jamestown, New York. Mr. Hauptman's record in March is little short of remarkable. Working a territory that had previously produced but three or four sales a month, Mr. Hauptman, by dint of hard work and his excellent prowess as a salesman, has been producing very nearly a Machine a Day, for two months now, and no man was ever more entitled to the Ring. Our heartiest congratulations, Mr. Hauptman, we hope to see you repeating in the club many times.

#### LISTEN IN!

On Wednesday, April 15th, and twelve subsequent Wednesday nights, the Royal Symphony Orchestra, furnished through the courtesy of the Royal Typewriter Company, Inc., will broadcast over Station WEAF New York, and other stations, which will be announced to you as they are selected.

This broadcast will take place each Wednesday evening for one hour, from 10 to 11 P. M., Eastern Standard Time.

Always a leader in its field, the Royal is the first to use the newest medium of advertising—Radio.

Mr. George Barrere, premier flautist of America, is the leader of the Royal Symphony, all of whose members are well known figures in the world of music.

These will be delightful concerts. Spread the news to your friends and prospects.

More about it in our next issue.

## SERVICE CONTEST FOR FEBRUARY, 1925

### Division No. 1

#### "Cleveland High"

We are pleased to print the name of Mr. Sparks who is our Foreman at Cleveland. Mr. Sparks and his men have been trying hard for a long time to make the highest prize. We congratulate you and hope that this will spur you on to larger goals.

We are glad of the opportunity to tell Mr. Pintado, of New Orleans that we fully realize that both he and his men worked hard during February. Without conscientious effort your percentage could never have been made. Second place is yours.

You men who have your eye on first place most of the time must always remember that you have in our Chicago Service Department a big obstacle. Mr. Tomek can always be counted on to pull his men up to either of the first three leading positions. Mr. Tomek can claim third place this month.

Below is a list showing the respective standing of each Department:

- |                    |                    |
|--------------------|--------------------|
| 1—Cleveland 2*     | 10—Dallas 1*       |
| 2—New Orleans 2*   | Hartford 1*        |
| 3—Chicago 2*       | 11—Louisville 2*   |
| 4—Detroit 2*       | 12—Washington 1*   |
| 5—Kansas City 2*   | 13—Pittsburgh 1*   |
| 6—Atlanta 1*       | 14—New York        |
| 7—St. Louis 2*     | 15—Baltimore 1*    |
| 8—Boston 2*        | 16—Portland, Ore.  |
| 9—Minneapolis 2*   | 17—Indianapolis 1* |
| 10—Philadelphia 1* | 18—Buffalo         |
| 19—Cincinnati 1*   | 19—San Francisco   |
| 20—Los Angeles 1*  |                    |

### Division No. 2

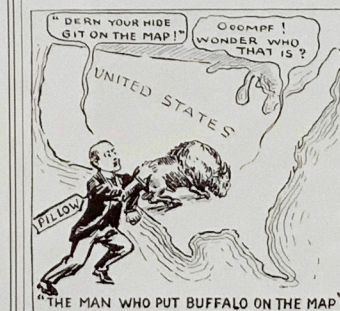
Six months after being promoted to a Formanship, Mr. Hendley of Richmond, managed to head the list. This shows you what can be done when a man makes up his mind to be a leader. We want to congratulate Mr. Hendley on this piece of work.

Mr. Moehrig, Foreman of our San Antonio Branch, has shown his heels to many of our Departments during February. Earning a very good percentage he is justly entitled to second place.

Here is another man who was recently promoted, Mr. Willits, Foreman of our Youngstown Service Department, who has managed to pull down third place for February. There is a place for everybody who works.

Below is a list showing the respective standing of each Department:

- |                       |                  |
|-----------------------|------------------|
| 1—Richmond 1*         | 20—Johnstown     |
| 2—San Antonio 1*      | Bangor 1*        |
| 3—Youngstown 1*       | 21—St. Paul 1*   |
| 4—Erie 2*             | 22—Denver        |
| 5—Davenport 2*        | Columbus         |
| 6—Birmingham 2*       | 23—Grand Rapids  |
| 7—Springfield, Ill.   | 24—Dayton        |
| 1*                    | Fort Worth       |
| 8—Memphis 1*          | 25—Toledo        |
| 9—Omaha 2*            | 26—Seattle       |
| 10—Little Rock 1*     | New Haven        |
| 11—Duluth 1*          | Providence 1*    |
| 12—Des Moines 1*      | 27—Peoria        |
| Harrisburg 2*         | 28—Fort Wayne    |
| 13—Jacksonville 2*    | 29—Akron         |
| 14—Springfield, Mass. | 30—Wichita Falls |
| 1*                    | 31—Portland, Me. |
| 15—Scranton           | 32—Rockford      |
| Houston 1*            | South Bend       |
| 16—Bridgeport 2*      | 33—Waco          |
| 17—Newark 1*          | Evansville       |
| Worcester 1*          | 34—Rochester     |
| 18—Milwaukee          | 35—Wilmington    |
| Oakland               | 36—Albany        |
| 19—Fresno             |                  |



Our New Buffalo Manager and His Specialty

## THE ROYAL STANDARD

Published each month by and for the Royal Organization at large—to bring its several arms in closer touch with one another and further their joint purpose—good fellowship, good salesmanship and good business for all.

### Editor

William A. Metzger

### Associate Editors

J. C. Hussey H. H. Strohhecker  
Wallace Howard

Everything else dwindles into the remotest of insignificance in the face of the remarkable sales record established by the branches and dealers last month. We should like to devote the whole Standard this month just to chronicling the winners and those who so nearly won that it is hard to name them "1, 2, 3," instead of putting them all on a pinnacle together.

But there are other things to be said. The March record is now just another milestone. In true Royal Fashion we will not pat ourselves on the back, and relate with smug complacency the part we had in making it, but rather regard it as just another mark to surpass. "Eyes Forward."

From the looks of February and March, 1925 is going to be far and away the biggest year in Royal history.

Just a little word of commendation for our old friend Harvey Roof at Tampa. The sales records he is making in that little territory are putting many of our largest branches to shame.

April starts a new era for your Royal Standard. Ever since our boyhood days in the long gone past (sigh!) we have had a gnawing ambition to be an honest-to-goodness editor of an honest-to-goodness paper. Upon reference to the New York Times, Chicago Tribune, etc., we find that the Editor does not write the whole dawgone paper himself. Nosiree! He has a staff. Now that's what we're looking for.

The whole Royal organization is our oyster. This little paper is run for the benefit of you all. It is a roundtable created with the sole purpose of welding more closely the widely scattered forces that constitute the front line battlements of the Royal Army. Send in your ideas and news. You're not the only one interested in what you do. Be sure that any good you give the whole organization through an idea of yours will come back to you tenfold through the experience of others.

### Special Notice

Wires received from Washington, Detroit, Cleveland, New Orleans, San Francisco, Hartford, Philadelphia and Pittsburgh:

Go wrap your arms around the neck of a hibernating sloth and float away into a triple-plated trance. Hang publicity. What's the use of a house organ. Make it a grind organ. Who reads it anyway. Kill the editor. Discharge the advertising manager. Let's quit advertising. Please go way and let us alone so we can sleep.

Harry Mott, for many years on the staff of the Advertising Department and vital factor in the publication of the Standard, is now with the New York City Sales Force. We wish him the greatest success in his new field.



## BUILDING ROYAL QUALITY INTO CYLINDERS

The finest aligned machine can show up very poorly with a soft Cylinder in the hands of an operator with uneven touch. The alignment also looks poor in the hands of an operator who has a heavy touch. The Royal engineers have a problem on their hands at all times in continually securing Cylinders of proper hardness and elasticity capable of standing up for a long period. They have found by years of testing with rubber compounds, that to secure a serviceable and suitable Cylinder, it was necessary to see that a proper proportion of rubber was in the compound if we were to get elasticity and long life in its use; that a non-blooming compound was preferable as a blooming condition created a shining, smooth, glazed face on the Cylinders which prevented the Feed Rolls properly functioning when paper was feeding through. With the non-blooming compound, there is an adhesion quality very much desired in holding and feeding the paper accurately, besides lengthening the life of the Cylinder for typewriter work.

The following advantages are gained with this type of Cylinder.

The Feed Rolls grip the paper tighter with less tension required on our Feed Roll Springs, and naturally there is less tendency of the duplicate sheets being marked with the carbon inserts. The feeding of the paper is much surer, as slipping is practically eliminated. Then, too, this better grade of rubber having more elasticity, will not pit as easily as the typewriter Cylinders used by most companies. Our experiments have proven that the Cylinders we are now using do not harden as quickly and longer lived parts mean greater value to our customer with its attendant satisfaction to the user. Black rubber on our machine, is considered from an artistic standpoint superior

to the blue and grey used previously. You, no doubt, will be interested in our method of manufacturing, assembling and gauging, and first we are calling your attention to the wooden core as shown in picture A, No. 1. The wood used is selected as to kind of wood and quality and guaranteed dried in kilns for several months. These cores are delivered to the factory in rolls as shown, after which they are ground down to size required, then drilled and counter-bored on Ends for Fractional Spacer mechanism and left Cylinder End, which are screwed on as shown in No. 3, same picture.

No. 4 is the Cylinder Rubber tube in the rough which is forced over the wooden core, pinned and rough ground and No. 6 is the finished Cylinder after second grinding with ends of rubber trimmed ready for assembling into the Royal typewriter carriage.

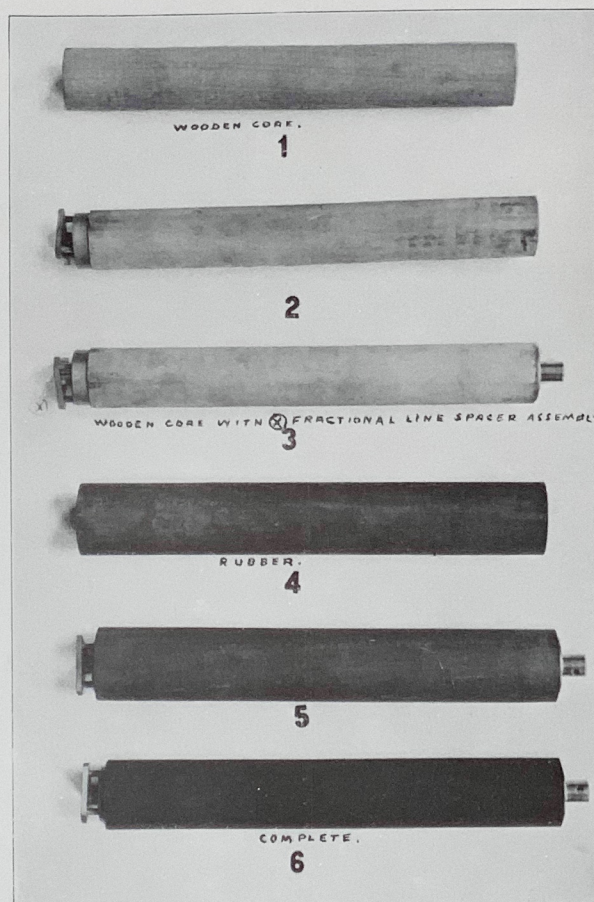
The explanation of manufacturing and assembling above, however, does not commence to show the extreme care, patience and skill required, and it is necessary to tell you how vital it is that manufacturing skill must be supplemented with high grade gauges that record certain elements absolutely required before the Cylinders are ready for use in our typewriter.

Look at picture B and there see the gauge in which we test our Cylinders on a high grade dial gauge which was designed and built in our factory for determining the correct hardness of our Feed Rolls as well as the Cylinders. For instance, if manifolding work is required, then our Cylinders

will read 6 points hardness test, if Pica type is used then a 10 points hardness test is required, if an Elite type is used an 8 point test is required. Every Cylinder produced is tested and assigned to the class in which it is to be used. These figures were only obtained after many years of experimenting and are standard.

Now look at picture C, and you will see the most modern and latest gauge ever used in determining the elasticity of our product. This gauge is called the Elastometer. It is possible, as shown in picture B, to have a dial gauge to record the hardness, but something else very valuable, important and necessary is needed, and that is elasticity or life, as we call it. Type would indentate or pit the Cylinder if certain degrees of hardness only were required; there must be a resistance to this tendency and so the amount of rubber in the compound and the method of curing it creates in our product, a certain elasticity very necessary for fine, clean, clear type work. Therefore, the Elastometer holds an important place in the quality of this product.

We are showing you a corner of our Cylinder Department at the factory. You will note the high grade grinding machines made by one of the finest machine producers in the World, and which grinds our work within very fine limits for diameter and eccentricity when finished. It is conceded that the Cylinders ground in the Royal plant are closer than most manufacturers think is necessary, but "compare the work" leaves no alternative; we must produce well



A, Step-by-Step in Cylinder Manufacture

to maintain this statement. It's our challenge, and comparison must be in our favor. Every Royal typewriter produced with the right quality and durability leaves competition floundering by the wayside.

## "IF YOU LIKE OUR PROGRAM"—

In these days of radio broadcasting we are all familiar with the radio man's invitation so often and persuasively given to

"Write us. If you like our program won't you drop us a line expressing your appreciation, or if you have any suggestions to make, let us hear from you. It is only through your letters that we are able to determine what best suits your wishes. Address your letters to Station 'RTC.'"

Likewise the management of the Royal Typewriter Factory, heads of the departments, skilled workmen and every one connected with the manufacture of Royal Typewriters is interested in hearing from the user of the Royal. His suggestions are valuable. They reflect the actual experience of the machine in the hands of the user.

Of course, his letters of commendation give us great pleasure and pride in our work but equally valuable are complaints because they point to our failure to meet the situation completely and adequately. We accept complaints and suggestions in the same spirit in which they are given, as a medium through which improvement can be reached and greater service to the user given.

Constructive criticism is welcomed. We do not consider that criticism reflects in any way upon our work, for it may hasten, by furnishing us with very valuable data, the solution of some problem upon which we are possibly already engaged.

We are endeavoring, and have reason to believe that we have at least approached our objective, to build the best typewriter that the world can produce. There is no reason why we should not accomplish our object. We have every facility for doing so. We

have modern machinery, skilled workmen, an engineering staff fully equal to its responsibilities. We have the benefit of years of constant striving for the best, never compromising with quality, never sparing our fullest effort. We have at our disposal unlimited resources upon which to draw for the purchase of equipment or processes which will aid us in making the typewriter better; but above all, we have a desire to serve well those who use our product, to be the recognized leaders in our line of endeavor.

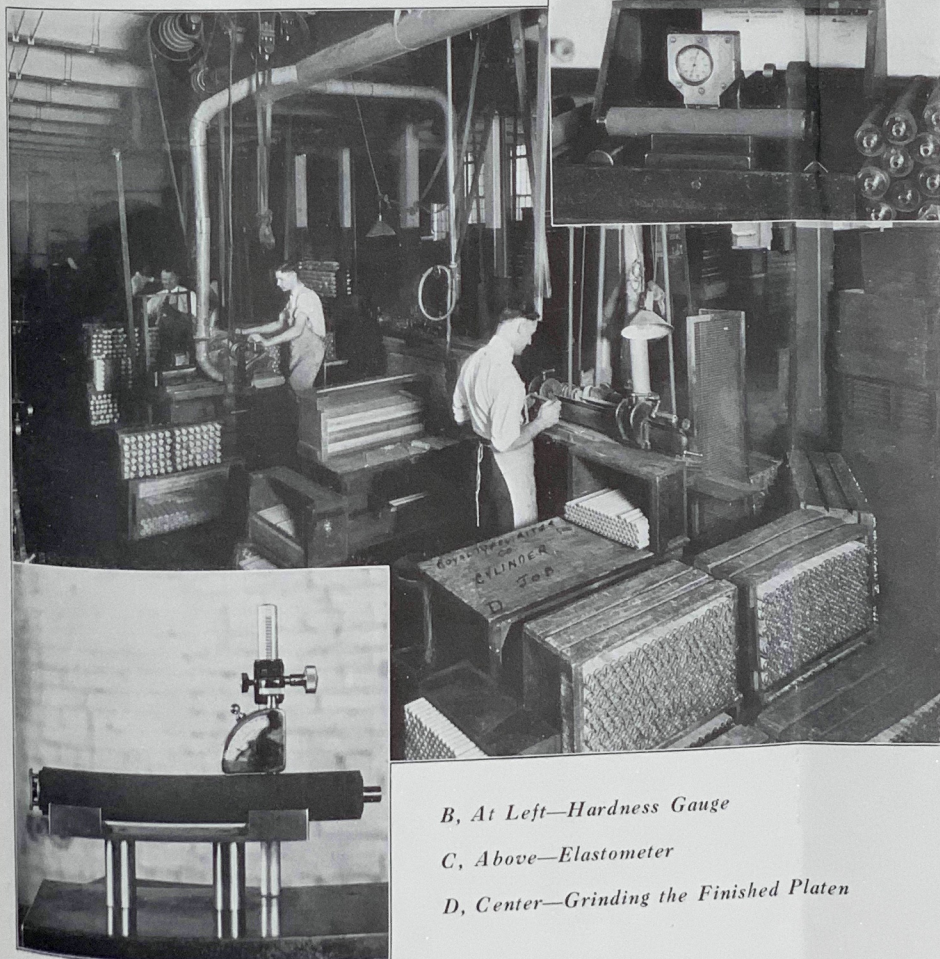
If we lack anything, if there is one essential factor which might be developed to greater usefulness, it is that of suggestions, advice and experience letters from those who sell and those who use the Royal Typewriter.

Your letters of commendation are a great inspiration but your letters of criticism are even more helpful, if they are based upon facts which will point the way for us to do our work better.

Address your letters to Royal Typewriter Company, Inc., 316 Broadway, New York City, U. S. A.

CHAS. B. COOK,  
Vice-President and Factory Mgr.

"There is no such thing as standing still. We must either go forward or fall behind. There is no alternative. If any of us believe we are neither going ahead nor going back, we are simply 'kidding' ourselves. We ought to stick a pin selfward to make sure we are awake and in our right minds. A swift kick from some kindly and candid friend might accomplish the desired end still more efficaciously. May such a friend minister fearlessly to our possible needs."



B, At Left—Hardness Gauge

C, Above—Elastometer

D, Center—Grinding the Finished Platen



### March Honor Roll

The Royal Dealers' new high record is now added to the many important events and records which have been chronicled by the pages of the "Royal Standard."

During the month a special quota was assigned to each dealer representing an average of his past performances and also his share of the work to be accomplished during the month.

There was plenty of action and spirit during the contest as may be deduced from the following list of dealers who made one hundred per cent. or more of their quota.

- 1—Crosby-Mook Typewriter Exchange
- 2—Preston Typewriter Company
- 3—H. J. Roof
- 4—A. G. Daferner
- 5—Parkers Book & Music Store
- 6—Benson Typewriter Company
- 7—J. E. Richardson
- 8—Frank J. Haberle
- 9—Pound & Moore Company
- 10—C. L. Eicholtz
- 11—J. C. Duell Sales Co.
- 12—George A. Pearce
- 13—Pocatello Typewriter Ex.
- 14—Albuquerque Typewriter Exchange
- 15—H. J. Smith
- 16—G. L. Larkin
- 17—Typewriter & Office Supply Company
- 18—Walter W. Prior
- 19—Pueblo Typewriter Exchange
- 20—Brewington Typewriter Company
- 21—Daytona Book & Stationery Co.
- 22—H. G. Hancock
- 23—Roanoke National Business College
- 24—Utah Typewriter Exchange
- 25—Bristol Typewriter Company
- 26—S. M. Evans
- 27—Chambers Office Supply Company
- 28—E. M. Gragg
- 29—Tulsa Typewriter Company
- 30—R. G. Nichols
- 31—Patterson Blair, Stationers
- 32—Scharf Compete Service
- 33—Scott Parker Company
- 34—Boulder Typewriter Exchange
- 35—Home Office Supply Company
- 36—A. W. Peters
- 37—Royal Typewriter Agency, Phoenix, Ariz.
- 38—C. C. & H. C. Macomber
- 39—Southern Typewriter Supply Co.
- 40—M. E. Bacon
- 41—E. N. Pattillo
- 42—Russell & Cockrell
- 43—Loren E. Spiece



Mr. Hale Crosby

#### DEALERS MAKING M. A. D. FOR FEBRUARY

- 1—Mrs. S. D. Hendley
- 2—J. C. Duell Sales Co.
- 3—Mr. R. A. Samson
- 4—J. C. Duell Sales Co.
- 5—Frank J. Haberle
- 6—R. G. Nichols
- 7—J. E. Gaffaney
- 8—Office Specialties Co.
- 9—Pound & Moore Co.
- 10—Walter W. Prior
- 11—H. J. Roof
- 12—J. C. Good
- 13—Tulsa Typewriter Co.

The Dealers'  
100 Per Cent. Club  
Appears on Page 6  
This Month

## Royal Dealers Stage Record Breaking Sales Campaign in March—Smash All Previous Monthly Records

The thanks and congratulations of the Company are hereby publicly extended to Royal Dealers, individually and collectively, for the magnificent volume of business secured in the month of March. From the very first day until closing time on the 31st orders by mail and telegraph poured in from all sections of the country as never before. Telegraph messengers and clerks were darting through the building, busily handling the orders, and seeing to it that they were properly entered, counted and transmitted to the Factory. Right here the Management of the Dealers Department

would like to thank the Factory Management for the very prompt and efficient manner in which Dealer's orders were handled during the month.

Royal Dealers, you have covered yourselves with glory and shown beyond all doubt that the Royal "has arrived." You have proven again to yourselves what you can do when you make up your minds to break your own individual selling records. Lest some one not familiar with Royal Dealer ENDURANCE as well as EFFICIENCY, might conclude from our big record that we closed the month

winded and out of breath, we give you the significant information that the business so far in April exceeds the business for the same period in March by more than fifty per cent. This is very gratifying indeed and shows that Royal Dealers are equipped and trained for the full course throughout the year. There is absolutely nothing to indicate in the slightest degree that April is going to be other than a very big month. We are off to a flying start. Let's go the distance at full gait. Again we thank you.

A. W. BARLOW,  
Asst. Sales Mgr.

## The Contest Winner Tells How He Did It

Mr. Hale Crosby informs us that Royal No. 1-50613 was the first typewriter he sold as a Royal dealer in Warren, Ohio.

This sale took place on May 1st, 1911 and although the Royal has been in continuous use since that date, it is still "doing duty" in a very satisfactory manner and never has had a part replaced, except platens and ribbons.

During 1922 Mr. Hale Crosby formed a partnership with Miss Harriet G. Mook who had previously been Mr. Crosby's assistant, and they have been operating since that time under the name of the Crosby-Mook Typewriter Exchange.

Miss Mook is in charge of the office and Mr. Crosby takes care of the outside soliciting and supervising the service.

Working under the motto—"He profits most who serves best," they always endeavor to give prompt and efficient service whenever needed by a customer. On this foundation rests their success in the typewriter field.

Upon finding that these veteran dealers were the winners of the Super-Het, we immediately wired them for

a story as to "how they did it," and the message received is quoted below. This message not only contains a story of how they went about winning the contest, but also gives the reasons why this Royal dealer in a comparatively small territory is so successful:

"The story of 'how we did it'—there isn't much to tell, except that we just worked. We had several prospects for machines who expected to buy during the summer, so we just applied a little extra sales pressure and succeeded in 'getting the name on the dotted line' in March. Radio just now is so very popular, this contest aroused the sporting blood of some of our customers, to the extent, that they were almost as anxious for us to win as we were ourselves—and in some instances they gave us prospects, which when followed up, developed into sales. Now they are all looking forward to a 'Radio Party' which we promised to give—should we win.

"Miss Mook is an expert Multi-graph Operator as well as an exceptional saleslady—she has a very comprehensive demonstration that she has

built up that just fits her personality and which she applies to all who come into the office to look at, or make inquiry about typewriters, and somehow, if the prospect happens to possess any money at the time—they usually depart minus cash—plus a typewriter.

"In the contest just ended Miss Mook secured the signatures and collected the deposit on more than 50 per cent. of the sales for the month. Being an expert typist herself, she has had wonderful success selling machines to stenographers, as her demonstration is based on the practical adaptability of the Royal and the best application of it when applied to their every-day problem—result: name on the dotted line.

"I want you to know that both Miss Mook and myself are 'sold' 100 per cent on the Royal typewriter as a writing machine and on the Royal Typewriter Company, Inc., as an organization. We very much appreciate the courtesies extended to us and the fine spirit of co-operation which we receive at all times.

"We feel proud that we are privileged to represent, and be a part of,

### New Royal Dealer at Tacoma

The Royal Organization takes pleasure this month in welcoming to its large family of Dealers a well known firm, the Tacoma Stationers of Tacoma, Washington. Mr. Frank W. Lilly, as senior member, and Mr. Harold E. Dahl are active in the conduct and administration of the business. Both members of the firm are experienced typewriter salesmen of proven ability. The success of the typewriter department of their business seems practically assured, and best wishes of the Royal headquarters go along with the establishment of this new dealer relationship.

### Mutterings from Madison

Mr. R. D. Brewington, Managing owner of the Brewington Typewriter Company, Royal Dealers at Madison, Wisconsin, is the proud father of a fine baby daughter. It is easy to understand why his usual military bearing should be accentuated by the acquisition of considerable "chestiness." We congratulate the deservedly proud father and mother, and wish the new member of the family all the good things she should have in life.

It appears that 1925 is going to be a good year for Mr. Brewington at Madison. He is enjoying a wonderful business, and in addition to the arrival of the baby girl, we notice he is riding in a brand new Sedan. Mr. Brewington makes practically all his business calls by motor and has found that a speedy car has many advantages. Evidently he is on good terms with those handling traffic regulations.



Miss Harriet Mook

if only in a very small way, in a very small territory, such a splendid organization as the Royal Typewriter Company with such a superior product to sell.

"We are, of course, very happy that we were able to win the Royal Radio Contest. We wish it were possible to give a radio party and have every dealer in the organization present. As this is practically impossible we extend to each and every dealer our very best wishes. We sincerely hope that they may succeed and prosper in their respective territories.

"And now we wish to take this opportunity to express our appreciation and sincere thanks to you Our Royal Typewriter Company for making it possible for us to win such a fine Radio set.

"We anticipate having a great deal of pleasure 'tuning-in' on the fine programs and concerts that it will be possible to get and most especially on station KAWB."



THE CROSBY-MOOK STORE



# THE ROYAL IN EGYPT AND THE HOLY LAND

Having for several years acted in the capacity of subdealers for Palestine under our old Egyptian dealers, Messrs. B. Y. and W. A. Said were, in October, 1922, appointed direct dealers for the Royal typewriter in Palestine and Transjordan. The two members of this firm had, through their previous experience, gained a thorough knowledge of the typewriter business from every viewpoint—Mr. B. Y. Said having actively conducted the business prior to that time while Mr. W. A. Said gained valuable sales experience in the United States. During the latter's stay in this country, he visited the Royal factory in 1922 and shortly after, returned to his native land.

The experience that these two gentlemen thus gained, combined with their natural business ability, was undoubtedly very valuable to them in the development of their typewriter business. The energy and spirit with which they carried on their work was reflected in the fact that the Royal was soon placed in a leading position in the Palestine typewriter market.

With this successful record of accomplishment behind them, arrangements were made with the same firm, in the latter part of 1922, to take over the Royal representation in Egypt and the Sudan and in Syria, in addition to the territory that they had previously covered so well. Their activity in properly organizing this extensive territory is evidenced by the fact that, besides maintaining their headquarters at Jerusalem, they have their own branches at Cairo, Egypt and at Jaffa, Palestine and are operating through subdealers at Beirut, Syria; Haifa, Palestine; Alexandria and Port-Said, Egypt and at Khartoum, Sudan. Plans are also being made to perfect arrangements in the other cities throughout their territory. We hope to soon have the pleasure of showing, in the "Royal Standard," photographs of their various agencies.

In Palestine, our dealers operate under the firm name of The Palestine Educational Co., their headquarters being located in Jerusalem at 23-24 Jaffa Road. The management in this city is under the personal direc-

tion of Mr. B. Y. Said. Their subdealers at Beirut and Haifa are under the supervision of that office. A view of their general headquarters in Jerusalem is presented in the illustration (No. 1). The gentleman shown standing second from the right is Mr. B. Y. Said, and next to him, to the left, is Mr. David Said, a younger

brother of Mr. W. A. Said and a cousin to Mr. B. Y. Said. The other gentlemen shown are members of the staff in the Jerusalem office.

In Egypt, the firm operates under the name of The Standard Stationery Co., Egyptian headquarters being located in Cairo at 27 Sharia El Manakh. A view of their offices here is presented in the illustration (No. 2). Our dealers are to be highly complimented on the splendid window display of Royal typewriters, as may be seen in the photograph. This branch has jurisdiction over the Egyptian territory and the Sudan and is under the direction of Mr. W. A. Said, who is shown standing in the entrance to the premises.

So far as service is concerned, our dealers have carefully planned that each branch and subdealer maintain a well equipped mechanical department in order to efficiently provide for the needs of Royal users in their respective territories.

Some idea of the extent to which these dealers must advertise may be gained when we say that in such a wide territory as that in which they are operating, it is necessary for them to extensively advertise in the Arabic, Hebrew and French languages in order to properly reach all prospective buyers of Royal typewriters.

The excellent results that our dealers have already accomplished in the Palestine territory and the progress that they have thus far made in the Egyptian territory, convinces us that Royal interests in this wide territory are in capable hands and that we can look forward to an ever increasing volume of business as a result of their well directed efforts.



NO. 1—GENERAL HEADQUARTERS, JERUSALEM

## AN UNUSUAL ADVERTISING STUNT IN CHILE

In celebration of the recent holidays throughout Chile, a flower festival was held in the city of Concepcion, at which our dealers for that country, Messrs. W. R. Grace & Co., presented a float which depicted a greatly enlarged resemblance of the Royal typewriter, embedded in flowers of wide variety. A photograph of this presentation is shown (below). Two men may be seen seated within the machine itself, which gives a good idea of its actual size.

Naturally, since the entire populace turned out in celebration of the occasion, this advertising feature attracted much attention, and it was viewed with great enthusiasm as it passed in review before the throngs that lined the streets. Our dealers deserve much credit for the attractiveness and originality of this display, the advertising value of which will undoubtedly redound to our mutual benefit through the expansion of Royal sales in Chile.



ORIGINALITY IN THE ESSENCE



NO. 2—STORE IN CAIRO



## Machine-A-Day Club for March

The Machine-A-Day Club for the month of March has assumed such proportions that it is again impossible to publish the whole club. The Repeaters in the branch offices on the whole made wonderful records in March, and it was these high records which enabled both offices and dealers to establish the record they did. The Machine-A-Day Club is growing every month. We hope it will not be long before the entire selling force of the organization will be found on the membership list.

The asterisk and number, as usual, denote the number of times the member shown has made the club.



GEO. HAUPTMAN  
Buffalo



W. F. WEGENER  
Buffalo



P. MITTENZWEIG  
New York



M. E. BAILEY  
St. Louis



J. A. JEAN  
Baltimore



H. D. HOYT  
Seattle



E. C. PHILIPS  
San Antonio

R. D. ANDERSON  
Los Angeles

### AKRON

L. J. Michel 5\*  
BALTIMORE  
E. C. Dodge 19\*  
J. A. Jean 1\*

### BOSTON

H. E. Burton 17\*  
F. I. Crocker 8\*

### BUFFALO

George Hauptman 1\*  
C. M. Pillow 8\*  
W. F. Wegener 1\*

### CHICAGO

R. C. Goldblatt 13\*  
B. P. Hamil 13\*  
E. H. Johnson 11\*  
J. C. Laborence 12\*  
W. B. Larsen 14\*  
H. E. Nuhn 12\*  
A. J. Redding 9\*  
J. M. Roberts 20\*  
L. E. Wilson 6\*

### CINCINNATI

S. D. Wakefield 12\*

### CLEVELAND

M. C. Hull 13\*

### COLUMBUS

G. C. Kinnamon 13\*

### DES MOINES

P. S. Jones 9\*

### DETROIT

C. W. Knox 12\*  
L. D. Teeters 8\*  
K. F. Walker 2\*  
O. T. Wheaton 2\*

### ERIE

C. V. House 4\*

### FRESNO

H. H. Tompkinson 10\*

### HARTFORD

H. F. Brainerd 28\*  
J. F. Gilligan 4\*

### INDIANAPOLIS

W. F. Teer 12\*

### JACKSONVILLE

J. H. Hink 3\*

### JOHNSTOWN

T. M. Patterson 3\*

### KANSAS CITY

P. W. Jones 26\*

### LOS ANGELES

R. D. Anderson 1\*

### LOUISVILLE

J. T. Wellman 28\*

### MILWAUKEE

W. A. Partee 10\*

### NEW HAVEN

W. A. Mulligan 4\*

### NEW YORK

D. J. Allingham 28\*  
T. M. Gleason 26\*  
G. M. Guest 27\*

### NEW YORK—Cont.

J. E. Guy 8\*  
C. K. Freund 15\*  
I. Kornfeld 2\*  
L. Kugel 5\*  
L. E. LeMaster 7\*  
P. Mittenzweig 1\*  
G. R. Rannenberg 13\*  
I. Rubin 6\*

### PHILADELPHIA

H. C. Pindar 2\*

### PITTSBURGH

M. V. Miller 28\*

### PORTLAND, ORE.

C. E. Gray 2\*

### PROVIDENCE

E. D. Crandall 7\*

### SAN ANTONIO

E. C. Philips 1\*

### SEATTLE

H. D. Hoyt 1\*

### ST. LOUIS

M. E. Bailey 1\*

### TOLEDO

M. V. Nunemaker 11\*  
L. E. White 7\*

### WASHINGTON

H. L. Rudnick 12\*

### DEALERS' MACHINE-A-DAY CLUB

Mrs. S. D. Hendley 2\*  
Mr. R. G. Nichols 2\*  
Mr. J. E. Gaffaney 2\*  
Mr. Walter W. Prior 2\*  
Mr. H. J. Roof 2\*  
Mr. J. C. Good 2\*

Mr. W. W. White  
Mr. H. J. Smith  
Mr. R. R. King  
Mr. R. A. Samson  
Mr. F. J. Haberle  
Mr. R. N. Pound

### FOREIGN MACHINE-A-DAY CLUB

CANADA—Royal Typewriter Company, Ltd.  
T. G. Lewis, Ottawa

GREAT BRITAIN—Visible Writing Machine Co., Ltd., London

1—H. D. Ebbutt\*  
2—J. Harrison\*  
3—F. Tree\*  
4—H. W. D. Buckridge\*  
5—C. Salter\*  
6—H. Herman\*  
7—J. Sears  
8—W. H. Roberts  
9—James Hunt  
10—W. D. Morgan  
11—B. Harris\*  
12—A. F. Thomas  
13—L. Harris\*  
14—C. A. Bak  
15—R. T. Hepworth  
16—F. W. Johnson  
17—S. H. Goodwin\*  
18—A. J. VanDervele  
19—P. C. Fielding  
20—A. W. Thomas  
21—H. V. Schofield  
22—J. C. Barlow  
23—J. W. Barker  
24—F. J. Soan  
25—S. V. Hall

AUSTRALIA—Sydney Pincombe, Ltd.

1—W. J. Sheehy  
2—R. G. Hood\*  
3—E. W. Rutledge\*  
4—E. S. Stack  
5—R. H. Eastman

CZECHOSLOVAKIA—Joseph Foist

1—Alois Foist  
2—L. Mazanek  
3—J. Hejzman  
4—A. Smatlak

FRANCE—J. H. Davis & Co.  
J. H. Davis

MEXICO—M. E. Raya & Company

1—Alfredo Aguirre  
2—Alonso M. Garza  
3—Carlos S. Garza

LATVIA—O. & J. Dalitz Bros.

James Dalitz

GUATEMALA—James P. Howell

1—D. V. Elias  
2—V. M. Ramirez

SWEDEN—Aktiebolaget Maskinaffaren

Royal Standard  
Jonas Eriksson

### DEALERS' 100 PER CENT. CLUB

1—Preston Typewriter Company  
2—J. E. Richardson  
3—H. J. Roof  
4—Pound & Moore Company  
5—J. C. Duell Sales Co.  
6—Pocatello Typewriter Ex.  
7—Cresby Mock T. W. Ex.  
8—C. L. Eicholtz  
9—Frank J. Haberle  
10—George A. Pearce  
11—Bristol Typewriter Co.  
12—S. M. Evans  
13—Tulsa Typewriter Co.  
14—H. G. Bancroft  
15—Parker Book & Music Store  
16—Schaar Complete Service  
17—Brewington Typewriter Ex.  
18—G. L. Larkin  
19—Roanoke National Business College  
20—Benson Typewriter Ex.  
21—Daytona Book Company  
22—Patterson Blair, Stationers  
23—E. N. Pattillo



Dean T. L. Davis of The College of Practical Arts and Letters, Boston

### School Department

School sales last month broke all former March records. Johnstown heads the list with 380 per cent. of its school quota, Jacksonville is second, with 350 per cent. Fresno, New Haven and Wichita Falls made 300 per cent. of their quotas.

In our School Sales Contest, Davenport is first, based upon the percentage of school quota secured during the last three months and Fresno is second. The following offices are tie for first place based upon the number of times they have secured 100 per cent. of their quotas during the last three months:

Bangor  
Boston  
Columbus  
Fresno  
Johnstown  
New Haven  
Providence

Below are the new members of our 100 per cent Club for March:

Buffalo  
Chicago  
Cincinnati  
Jacksonville  
New York  
Newark  
Peoria

Our dealers made an exceptionally big gain and our Dealers Department reports to me that they will show a larger gain next month.

Kansas City heads the list for March, both under Positions Filled and under Sales. This is quite a remarkable record, especially when the first twelve offices made over 100 per cent. of their quotas under Positions and the first ten made over 100 per cent. of their Sales quotas. New York secured the second highest percentage of its Position quota and Portland, Oregon, second under Sales, with only a small percentage behind Kansas City.

The standing of our district branches is as follows:

POSITIONS  
1—Kansas City  
2—New York  
3—St. Louis  
4—Indianapolis  
5—Portland, Ore.  
6—Boston  
7—Chicago  
8—Detroit  
9—Washington  
10—Atlanta  
11—Cleveland  
12—Minneapolis  
13—Dallas  
14—Philadelphia  
15—Cincinnati  
16—New Orleans  
17—Louisville

SALES  
1—Kansas City  
2—Portland, Ore.  
3—St. Louis  
4—Chicago  
5—Cleveland  
6—Philadelphia  
7—Louisville  
8—Indianapolis  
9—Minneapolis  
10—New York  
11—Washington  
12—Atlanta  
13—Dallas  
14—New Orleans  
15—Boston  
16—Detroit  
17—Cincinnati

### Employment Department

Our branches made a good showing in March, both in the number of positions filled and also in the number of sales secured. The standing of our branches for last month is as follows:

POSITIONS  
1—Denver  
2—St. Paul  
3—Fort Worth  
4—Houston  
5—Akron  
6—Worcester  
7—Peoria  
8—Duluth  
9—Milwaukee  
10—Youngstown  
11—Portland, Me.  
12—Newark  
13—Toledo  
14—Rochester  
15—Birmingham  
16—Omaha  
17—Dayton  
18—Providence  
19—Bangor  
20—Johnstown  
21—Rockford

SALES  
1—Worcester  
2—Fort Worth  
3—Houston  
4—St. Paul  
5—Toledo  
6—Peoria  
7—Youngstown

Yours very truly,  
A. M. STONEHOUSE,  
Manager School Department.

## A Word of Commendation From A Large User

The photographs which are reproduced below show part of the typewriter equipment of the College of Practical Arts and Letters, Boston University, Boston, a select college for young women.

The typewriters in the large room are used for general practice and training by all of the students. The smaller room is used by the more advanced students when transcribing their notes and also for office practice work.

We also take great pleasure in reproducing a photograph of Dr. T. Lawrence Davis, Dean of this college. He placed his first order for Royals over eight years ago. Increased enrollment from year to year has necessitated a larger typewriter equipment. Typewriter equipment to Dean Davis means Royals. However, his letter of April 4 explains much better than we can why he has selected the Royal as their principal typewriter.



### BOSTON UNIVERSITY

THE COLLEGE OF PRACTICAL ARTS AND LETTERS

A COLLEGE FOR WOMEN

OFFICE OF THE DEAN  
THEODORE LAWRENCE DAVIS

27 GARRISON STREET  
BOSTON, MASSACHUSETTS

April 4, 1925

My dear Mr. Stonehouse:

You were very kind to arrange to come to the College to speak to our students. I noticed that you appeared to be somewhat surprised to have me make a public statement regarding our preference for your machine. I really thought that it was my duty to give our students the benefit of my best judgment and your appearance in our auditorium seemed to present an appropriate opportunity for me to express my opinion. While our laboratories contain a number of X-100s, by far the greater part of the equipment consists of ROYALS.

You will remember that the first ROYALS which we tested were purchased in spite of the advice which we received from a few people who pretended to have evidence that a ROYAL would not stand the strain of laboratory work. Not until these ROYALS had been used constantly for six years — for the greater part of the time, by beginners in the typewriting classes — were they exchanged for new machines. Furthermore, the exchange was made solely because we wished to have our students enjoy the advantages of the latest models. I am told that the old ROYALS were in perfect running order. It seems, too, that the average annual expense for repairs on each of these six-year-old machines was approximately twenty-five cents! This experience with the ROYAL has led me to become its staunch supporter. The service rendered by your company could not be excelled. In view of this combination of circumstances, I think that you will understand why I spoke as I did when I had the privilege of introducing you here at the College.

Please remember, Mr. Stonehouse, that we shall be glad to have you call upon us whenever you are in Boston.

Cordially yours,

*T. L. Davis*  
Dean of the College

Mr. A. M. Stonehouse  
Royal Typewriter Company  
364-366 Broadway  
New York City

